

11/30/04

TO: FCC

RE: Commitment to Localism

FROM: Waitt Radio, Omaha

In 2003, Waitt Radio supported Omaha and the surrounding communities with public service in excess of 1.3 million dollars. 2004 is well on its way towards exceeding that. Without the support of the community, the stations would not exist so it stands to reason that reciprocating with our support benefits us both.

There are eight Waitt radio stations in Omaha, each with a unique ability to serve their audiences in different ways. Collectively, they can be a powerful tool as evidenced in the community events we have supported across the cluster. Below is a brief highlight of just a few of the things each station in the group has been a part of so far this year:

KKAR – News/Talk 1290

- Morning host Kent Pavelka provides a forum for local issues and people on a daily basis. Co-host Fridays allows an entire show to be devoted to one subject.
- For the second year in a row, 1290 KKAR has promoted and supported "Trick or Treat so Others can Eat" a weeklong fundraising effort for the Open Door Mission. The station broadcasted "live" from Crossroads Mall for an entire week to encourage listeners to donate food, clothing and other household items.
- For the sixth year in a row, 1290 KKAR conducts a "radiothon" for CSI – the Child Saving Institute. This year, they hope to beat last year's \$72,000 total.
- Airs the governor's news conference monthly.
- Airs UNO football and hockey
- During the election, broadcast local debates on "hot" topics and provided a means to hear them again through the website after they aired.

KLTV – Lite 101.9, KLTQ

- Each February, for the past 3 years, KLTQ has invited their listeners to bring Valentines to the station to be delivered to Children's Hospital. 28 schools in addition to many individuals participated in the event.
- Lite 101.9, KLTQ provides the music for the 4th of July fireworks attended by 28,000 people at Rosenblatt Stadium
- Lite 101.9, KLTQ has supported "Race for the Cure" for the past 3 years. This year, there were over 10,000 participants.
- Weekly "What's Happening" provides locations of clinics and screenings

KQKQ - Q98 Five

- Supported the Nebraska Aids Walk
- Supported the Humane Society "Walk for the Animals"
- Conducted "Truckload of Toys", a fundraiser for Children's Hospital

- Morning show provides a forum for listeners to voice their opinions on local topics
- Provides a weekly show for the local Humane Society to showcase an adoptable pet
- Provides a show each month with parenting tips

KCTY – Retro 106.9

- Supported the JDRF Walk

KOIL – Country 1020

- Supported the River City Roundup (Douglas County Fair) as the lead station

KBLR – Hot 107.7/97.3

- Saturday night programming that showcases local artists
- Sunday programming includes: gospel, jazz and reggae
- Culture Shock, Hip Hop Tour – weekly program taken out to area schools that teaches the history of hip hop
- Hosts an annual fourth of July family picnic “Stone Soul Picnic” attended by 4,000 +
- Quarterly community award to a worthy local individual.
- Co-hosted a Peace Rally with the YMCA directed towards stopping gang violence
- “Hot List” provides locations for various health screenings and clinics

KOZN – 1620 the Zone

- Afternoon show, “Unsportsmanlike Conduct” is a live local show discussing local sports with an opportunity for listeners to participate in.
- Friday Night Lights – local high school sports high lights
- High school championship games broadcast
- Airs UNO football and hockey coaches show weekly

In addition, Waitt Radio invested extensively in building a comprehensive Amber Alert System within our own stations in Iowa, Nebraska, South Dakota and Kansas before the state systems were up and running. Amber Alerts are aired within minutes of release.

Seven of the eight stations have active websites that have community calendars as well as monthly newsletters to the database informing them of community events and happenings.

This is just a very brief overview. To give you a complete outline of everything the stations have done in the past year alone would involve many pages of material to read. We believe in our community and actively support it in many ways. Regulating this support through the FCC I believe would restrict it to fulfilling the legal obligation.

Julie Hansen
Director of Marketing, WAITT Radio - Omaha